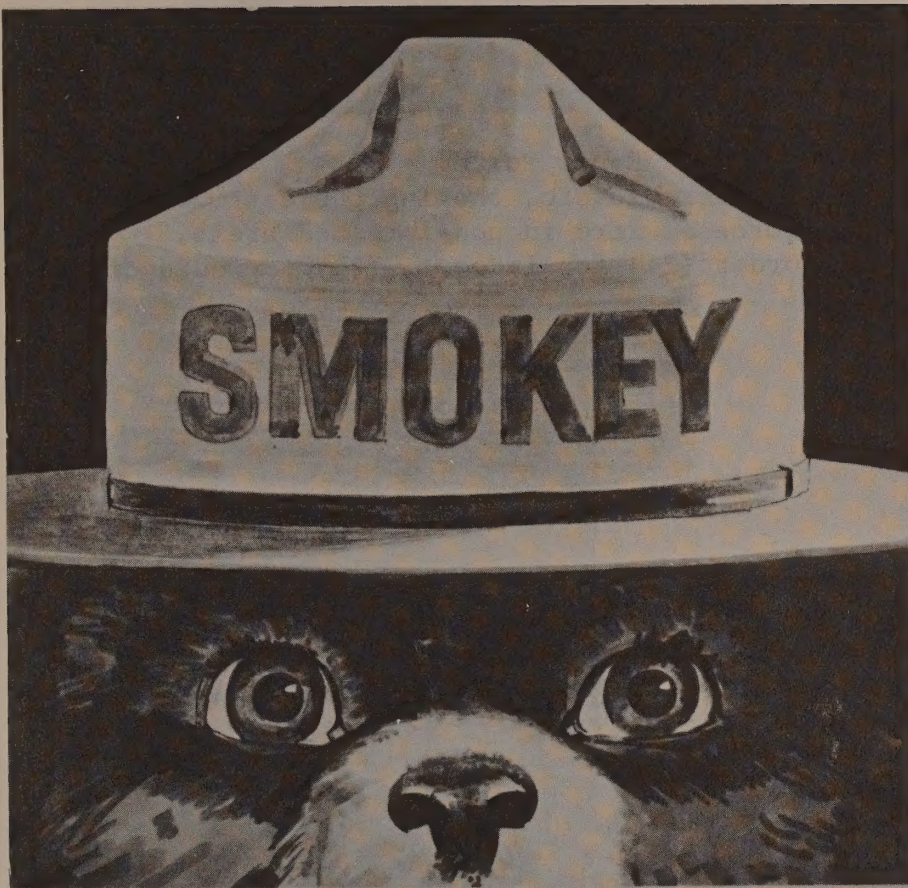


SMOKEY'S

1977 CAMPAIGN



**Repeat
after me.
"Only you..."**

**CONSOLIDATED
ORDERS
DUE
IN
WASHINGTON, D.C.
BY
AUGUST 15, 1976**

Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture, Forest Service

Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme is "BACK TO BASICS". Several brand new items (***) are presented to fill special needs.

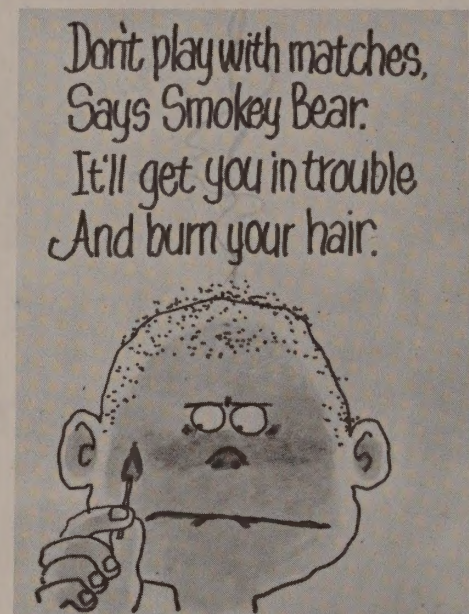


77-CFFP-2 Range Poster - 21½" x 17".
Another classic, showing the destructive force of fire in non-forested areas.
Order (2a) for indoors, (2b) for outdoors.

77-CFFP-1 Basic Poster - 13" x 18½". This basic theme will be carried throughout the entire campaign, including radio and T.V.
Order (1a) for indoors, (1b) for outdoors.



77-CFFP-3 Debris Burning - 13" x 18½".
Focuses attention on problem of wildfires caused by escaped trash fires. Order (3a) for indoors, (3b) for outdoors.



77-CFFP-4 School Poster - 7" x 10".
Paper only.



77-CFFP-5 Special Poster -
Flower 20" x 30"



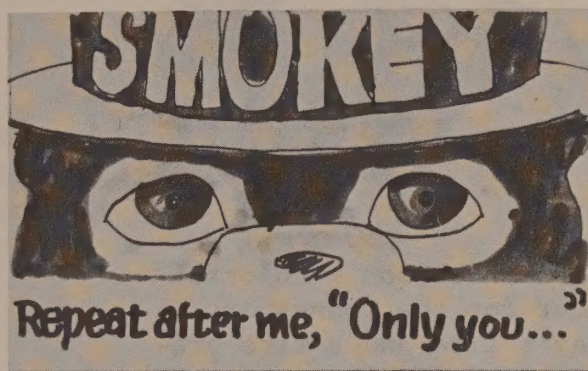
77-CFFP-6 Special Poster -
Leaf 20" x 30". Reissued.



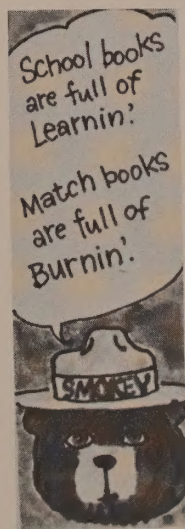
77-CFFP-7 Special Poster -
Bird 20" x 30". Reissued.



77-CFFP-8 Teacher's Poster -
13" x 18½". Reissued.



77-CFFP-9 Sticker - A pressure-
sensitive, adhesive-backed design.



77-CFFP-10 Bookmark.



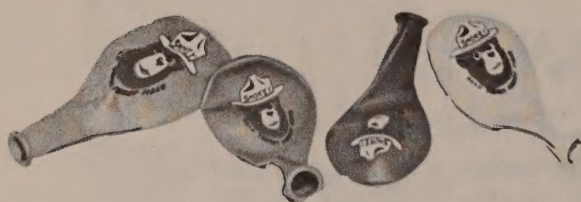
77-CFFP-11 ***Key fob.***
New item.



77-CFFP-12 Stamps - Block of four, gummed and perforated.



77-CFFP-13 Coloring Sheet.



77-CFFP-14 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.



77-CFFP-16 Calendar - 14" x 19½" with fire prevention illustration and accompanying explanation. For special fire prevention cooperators.



77-CFFP-15 Bookcover - Colorful, water-resistant protection for books.



77-CFFP-17 Vinyl Sticker - 7" x 9".
Use wherever a highly visible self-sticking prevention message is needed.
Black copy on yellow.



77-CFFP-18 "How-to" Folders - Helpful tips with illustrations. Order (18a) for "Make Campfires Safe", (18b) for "Safe Debris Burning" and (18c) for "Fire Safety Outdoors".

77-CFFP-19 Note Pad - Include a simple fire prevention reminder with your informal correspondence (5" x 8", 50 sheets/pad).

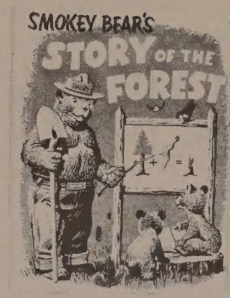


77-CFFP-20 Desk set - Easily adapted for use as an award to local co-operators. 8" figure mounted on a wood base with ball point pen.



77-CFFP-21 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.

- 77-CFFP-22 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classrooms.
- 77-CFFP-23 "True Story" Comic Book - The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.
- 77-CFFP-24 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.
- 77-CFFP-25 "You and Forest Fires" - a 16-page 2-color adult-level pamphlet on wild-fires and how they affect people.
- 77-CFFP-26 "Smokey Bear's Story of the Forest" - 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.
- 77-CFFP-27 Pocket Planner - 1977 date book, conservative, 2-color design, pocket size (3½ x 5½"), plastic cover, fire prevention message on each page.
- 77-CFFP-28 Litterbag - poly plastic, 9" x 12", printed one side, "Keep America Green and Clean".
- 77-CFFP-29 Litterbag - paper, 9" x 12", printed with illustrations on both sides that are suitable for children to color.
- 77-CFFP-30 Name Tag - 3-1/2" x 2-3/8", comes in packs of 100, pressure-sensitive adhesive on back.
- 77-CFFP-31 Wallet Card - A handout item for field or public appearance contacts.
- 77-CFFP-32a&b Sign - 44" x 16", reflective 2-color, on aluminum, (32a) "Prevent Forest Fires" and (32b) "Prevent Range Fires".
- 77-CFFP-33 Coaster - Absorbent two-color accessory to placemat.
- 77-CFFP-34 Pocket Protector - heavy gauge plastic. Protects pocket and pushes prevention.
- 77-CFFP-35a,b,c,&d Bumper Strips - Reflectorized, fluorescent, 2-color, Smokey's head plus (35a) "Prevent Forest Fires"; (35b) "Prevent Range Fires"; (35c) "Use Your Ashtray"; *** (35d) *** "I think I Love You Smokey Bear".
- 77-CFFP-36 "Junior Forest Ranger Handbook" - a work book for use in the classroom, in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.
- 77-CFFP-37 ***Button*** "Smokey Bear is Alive & Well. Prevent Forest Fires." Excellent handout.
- 77-CFFP-38 Smokey Bear Citation - 12" x 10" vellum certificate, 4-color. Authorized for outstanding service to forest fire prevention of less than State-wide scope over past 2 or more years.
- 77-CFFP-39 Ruler - 12", wooden, a low-cost handout item for schools, fairs, etc.
- 77-CFFP-40 ***I Think I Love You Smokey Bear*** - 3" x 4" embroidered patch.
- 77-CFFP-41a&b "Please Be Careful - Protect our Forests" - 3-3/4" x 4", (41a) embroidered patch, and (41b) vinyl decal.
- 77-CFFP-42 Smokey Appreciation Award - 6" x 6" natural wooden shield, silk screened. Includes metal plate and box. Authorized for local service to forest fire prevention over past years.
- 77-CFFP-43 "Please Be Careful - Prevent Forest Fires" - 3" x 4", embroidered patch.
- 77-CFFP-44 ***I Think I Love You Smokey Bear*** 3" x 4" vinyl decal.
- 77-CFFP-45a&b "Prevent Forest Fires" - 2" diameter (45a) embroidered patch and (45b) vinyl decal.
- 77-CFFP-46 Sign - 5'0" x 7'6", reflective 8-color, on aluminum.
- 77-CFFP-47a&b Sign - fiberglass, yellow, with Smokey Bear head and "Prevent Forest Fires", Order (47a) for 18" x 24" and (47b) for 7" x 9".
- 77-CFFP-48 Lapel Tab - Colorful fold-over metal tab.
- 77-CFFP-49a&b Smokey Bear Poster - for Standard Fire Danger Sign, 5'8" tall. Full color. Order (49a) for shovel in left hand, (49b) for shovel in right hand, For 2-way sign, order 1 of ea.
- 77-CFFP-50 Fire Danger Adjectives - for Standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5). (For 2-way sign, order 2 sets.)



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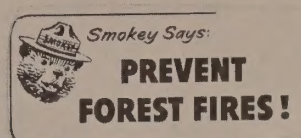
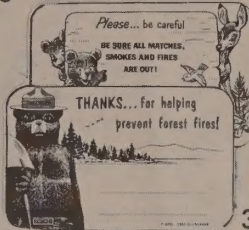
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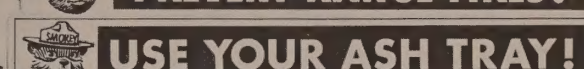
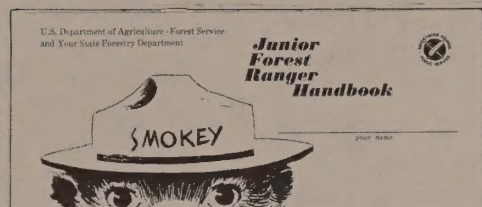
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32 a&b



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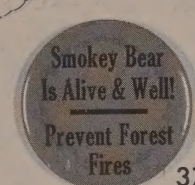
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35 a

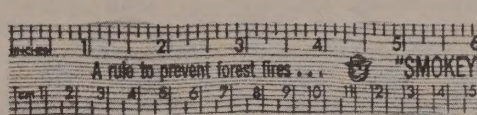
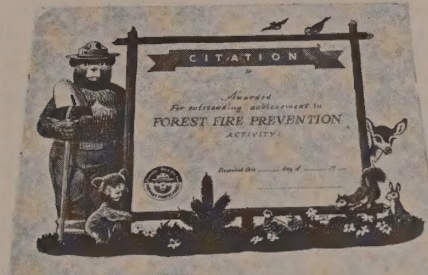
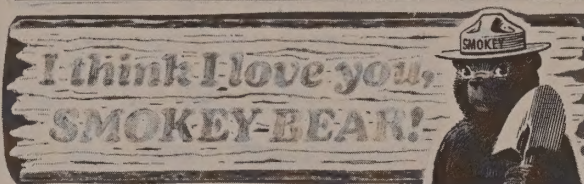
35 b

35 c

35 d



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41 a&b

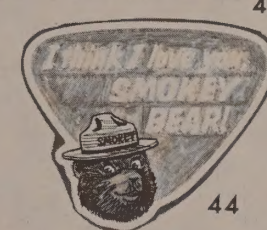
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44



45 a&b



46



47 a&b



48

50

FIRE DANGER ADJECTIVES
(Construction plans of fire danger sign furnished with each order of fire danger adjectives)



49 a&b
SMOKEY BEAR POSTER

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Remember-
Only you can
**PREVENT
FOREST FIRES!**

Dear Friend:

For over 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1977.

This guide describes the materials prepared for my 1977 campaign. Some of the items have been around for many years, others are new!

Several posters were so in demand that we are offering them again. They are the "Leaf" and "Bird" posters (CFFP-6 and 7), and the Teacher's poster (CFFP-8). New items are: key fob (CFFP-11), bumper strip (CFFP-35d), button (CFFP-37), patch (CFFP-40), and decal (CFFP-44).

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than \$35 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. Remember YOU can prevent forest fires!

Your friend,

